

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE, 1984

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25- 30 Min.	AN 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.8	14.4	11.9	12.3		13.0	12.0	13.0	11.7	13.4	12.8	12.5	12.7
NO. OF PROGRAMS†	4	9	22	8	IFR	7	22	28	26	31	57	30	87

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Child- dren's(1)	Sports		Total(3)
	Once-a-Week	Multi-weekly									Regular	Special(3)	
HOUSEHOLDS % AVG. AUD.	6.1	9.7	4.7	6.6	4.8	4.0	4.7	6.6	5.8	4.1	5.1	4.3	4.7
NO. OF PROGRAMS†	5	3	7	13	11	6	14	12	26	30	7	15	22

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 3, 1984

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MOVIE SPECIAL–WED(S)	20.0	16,760
2	LIFES–EMBARASSING MOMENTS(S)	18.6	15,590
3	ABC MONDAY NIGHT MOVIE	18.2	15,250
4	A TEAM	18.1	15,170
5	NBC SUNDAY NIGHT MOVIE	16.6	13,910
6	RIPTIDE	16.5	13,830
7	CAGNEY & LACEY	16.4	13,740
7	FUNNIEST JOKE–EVER HEARD(S)	16.4	13,740
7	NIGHT COURT#	16.4	13,740
10	20/20	16.2	13,580
11	SUPER BIRTHDAY–BOB HOPE(S)	15.6	13,070

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
12	ABC MOVIE SPECIAL–THU(S)	15.4	12,910
12	ABC SUNDAY NIGHT MOVIE#	15.4	12,910
12	HART TO HART#	15.4	12,910
12	TV BLOOPERS & PRAC. JOKES#	15.4	12,910
16	ABC MOVIE SPECIAL–TUE(S)	15.1	12,650
17	60 MINUTES	15.0	12,570
18	REMINGTON STEELE	14.8	12,400
19	AMER'S FUNNIEST FOUL–UPS(S)	14.6	12,230
19	CHEERS	14.6	12,230
21	NEWHART	14.5	12,150
21	ONE DAY AT A TIME	14.5	12,150

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
*EVENING																												
A TEAM					34	211	211	99	99	A	18.1	31	1517	ABC WRLD NEWS TONIGHT-SUN					30	157	143	85	83	A	4.1	11	344	
1 TUE.										B	23.3	35	1953	SUN.					6.30P	30	ABC N			B	7.9	15	662	
2 TUE.														AFTERMASH						198	202	97	99	A	10.2	21	855	
														SUN.					8.00P	30	CBS CS			B	10.8	20	905	
ABC BUSINESS BRIEF-MON					10				99	A	16.2	26	1358							195		98		A	12.4	22	1039	
2 MON.										B	14.8	22	1240	1 SUN.					9.30P	30	CBS CS			B	17.0	26	1425	
ABC BUSINESS BRIEF-WED					20	205	198	99	98	A	15.5	27	1299	ALL STAR FAMILY FEUD(S)						194		96		A	12.3	22	1031	
WED.										B	19.9	31	1668	1 FRI.					9.00P	60	ABC QP							
ABC BUSINESS BRIEF-FRI					19	199	185	96	94	A	12.2	24	1022	AMER'S FUNNIEST FOUL-UPS(S)						204		97		A	14.6	25	1223	
1 FRI.										B	15.7	26	1316	1 TUE.					8.40P	60	ABC U							
2 FRI.														BENSON						205	202	99	97	A	11.3	24	947	
ABC MONDAY NIGHT MOVIE					17	205	204	99	99	A	18.2	29	1525	FRI.					8.00P	30	ABC CS	31		B	15.5	27	1299	
1 MON.										B	18.9	29	1584															
2 MON.														BLUE THUNDER							175		91	A	9.9	18	830	
ABC MOVIE SPECIAL-WED(S)						204		99		A	20.0	35	1676	2 FRI.					9.00P	60	ABC A			B	9.6	17	804	
1 WED.														BUGS BUNNY-AMERICAN HERO(S)						197		97		A	9.2	20	771	
ABC MOVIE SPECIAL-THU(S)						202		99		A	15.4	29	1291	1 SAT.					8.30P	30	CBS EA							
1 THU.														CAGNEY & LACEY						201	197	99	99	A	16.4	27	1374	
ABC MOVIE SPECIAL-TUE.(S)							198		98	A	15.1	25	1265	MON.					10.00P	60	CBS OP	8		B	17.7	29	1483	
2 TUE.														CBS EVENING NEWS-RATHER					169	202	202	99	99	A	11.0	23	922	
ABC MOVIE SPECIAL-WED.(S)						199		98		A	13.7	23	1148	M-F					6.30P	30	CBS N			B	13.4	24	1123	

2 WED.	9.00P	120	ABC	FF																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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6 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1984 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																									
DUKES OF HAZZARD				28	195	191	98	95	A	9.2	19	771	LOVE BOAT				32	208	192	99	94	A	12.5	25	1048
FRI. 8.00P 60 CBS CS								B	15.9	27	1332	SAT. 9.00P 60 ABC CS									B	18.2	31	1525	
FACTS OF LIFE				31	199	202	98	99	A	13.2	22	1106	MAGNUM, P.I.				33	206	194	99	95	A	13.6	26	1140
WED. 9.00P 30 NBC CS								B	16.7	25	1399	THU. 8.00P 60 CBS PD									B	21.0	33	1760	
FALL GUY				32	206	200	99	99	A	14.4	26	1207	MAMA'S FAMILY				1		177		92	A	10.1	21	846
WED. 8.00P 60 ABC A								B	19.2	30	1609	2 SAT. 9.00P 30 NBC CS									B	10.1	21	846	
FAMILY TIES				21	204	206	99	99	A	11.7	22	980	MASTER				12		164		84	A	7.6	16	637
THU. 8.30P 30 NBC CS								B	14.9	23	1249	2 FRI. 8.00P 60 NBC A									B	10.2	18	855	
FANTASY ISLAND				27	208	192	99	93	A	12.8	26	1073	MATT HOUSTON				29	201	179	98	93	A	11.2	20	939
SAT. 10.00P 60 ABC A								B	14.9	27	1249	FRI. 10.00P 60 ABC PD									B	14.7	26	1232	
FATHER MURPHY				4	145		80		A	4.0	10	335	MOVIE OF THE WEEK-FRIDAY				5	178	148	92	85	A	10.0	18	838
1 SUN. 7.00P 60 NBC GD								B	5.3	10	444	FRI. 9.00P 120 NBC FF									B	8.7	15	729	
FIRST OLYMPICS:ATHENS,PT2(S)					204		99		A	11.8	19	989	MUPPET MOVIE PT.1(S)					199		99		A	8.5	14	712
1 MON. 8.00P 180 NBC FF													1 TUE. 8.39P 60 CBS FF												
FOUR SEASONS				5	197		97		A	7.8	16	654	MUPPET MOVIE PT.2(S)						198		99	A	9.4	16	788
1 SUN. 8.30P 30 CBS CS								B	10.2	17	855	2 TUE. 8.00P 60 CBS FF													
FOUL UPS, BLEEPs-BLUNDERS				16	205	198	98	97	A	12.9	22	1081	NBA CHAMPIONSHIP GAME 2(S)					202		99		A	12.3	23	1031
2 TUE. 8.00P 30 ABC U								B	15.5	24	1299	2 THU. 9.00P 187 CBS SE													
FUNNIEST JOKE-EVER HEARD(S)					207		99		A	16.4	28	1374	NBC NEWS DIGEST-M-F				169	181	173	90	83	A	10.6	19	888

1 MON.	8.00P	60	ABC	U									1 MON.	8.56P	1	NBC	N					B	13.1	20	1098	
GIMME A BREAK				30	196				A	10.9	22	913	1 TUE.	9.28P	1											
1 THU.	8.00P	30	NBC	CS					B	14.9	24	1249	1 W-F	8.58P	1											
HARDCASTLE & MCCORMICK				26	200	198	98	98	A	11.7	23	980	2 M-F	8.58P	1											
SUN.	8.00P	60	ABC	A					B	16.9	26	1416	NBC NEWS DIGEST-2-M-F					81	187	183	91	89	A	12.5	20	1048
HART TO HART				28	205				A	15.4	31	1291	1 TUE.	10.28P	1	NBC	N					B	12.7	19	1064	
1 TUE.	10.40P	60	ABC	PD					B	15.4	26	1291	1 THU.	9.58P	1											
HIGH SCHOOL U.S.A.(S)					189				A	9.5	19	796	2 MON.	9.53P	1											
1 SAT.	9.00P	60	NBC	CS									2 WED.	9.58P	1											
HILL STREET BLUES				31	212	212	99	99	A	14.4	26	1207	NBC NEWS DIGEST-SAT					34	185	166	89	83	A	8.6	18	721
THU.	10.00P	60	NBC	OP					B	16.6	27	1391	SAT.	8.58P	1	NBC	N					B	11.2	19	939	
HOW BUGS BUNNY WON-WEST(S)						189			A	11.2	20	939	NBC NEWS DIGEST-2-SAT.					15	182	167	92	89	A	8.3	16	696
2 WED.	8.00P	30	CBS	EA									SAT.	9.58P	1	NBC	N					B	9.4	16	788	
INDIANAPOLIS 500(S)					206				A	12.9	25	1081	NBC NEWS DIGEST-SUN					34	181	176	85	87	A	11.3	21	947
1 SUN.	9.00P	167	ABC	SE									SUN.	8.58P	1	NBC	N					B	14.1	21	1182	
JEFFERSONS				26	199	203	98	99	A	12.1	22	1014	NBC NIGHTLY NEWS-SAT.					29		169		92	A	6.8	18	570
1 SUN.	9.00P	30	CBS	CS					B	17.5	26	1467	2 SAT.	6.30P	30	NBC	N					B	8.5	17	712	
2 SUN.	8.30P	30											NBC NIGHTLY NEWS-SUN					21	167	161	86	86	A	6.5	16	545
JUMP(S)						199			A	11.3	22	947	SUN.	6.30P	30	NBC	N					B	7.2	14	603	
2 THU.	8.00P	30	NBC	PC									NBC NIGHTLY NEWS					169	204	204	98	99	A	9.1	19	763
KNIGHT RIDER				28	205	199	98	98	A	11.1	22	930	M-F	6.30P	30	NBC	N					B	10.9	20	913	
SUN.	8.00P	60	NBC	A					B	16.8	25	1408	NBC REPORTS:8TH AIR FORCE(S)							182		93	A	7.3	15	612
LIFES-EMBARASSING MOMENTS(S)					204				A	18.6	31	1559	2 SAT.	10.00P	60	NBC	DN									
1 TUE.	9.40P	60	ABC	U									NBC SUNDAY NIGHT MOVIE					25	199	190	98	95	A	16.6	29	1391
													SUN.	9.00P	120	NBC	FF					B	16.6	25	1391	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1984 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
EVENING CONT'D																			
NEWHART										SPECIAL MOVIE PRSNT-FRI(S)									
MON. 9.30P 30 CBS CS										2 FRI. 9.00P 120 CBS FF									
NEWSBREAK-M-F										SUPER BIRTHDAY-BOB HOPE(S)									
1 MTHF 8.58P 1 CBS N										2 MON. 9.00P 120 NBC GV									
1 TUE. 9.37P 1										T.J. HOOKER									
1 WED. 9.11P 1										1 SAT. 8.00P 60 ABC OP									
2 MON. 8.57P 2										TV BLOOPERS & PRAC. JOKES									
2 TUTHF 8.58P 1										2 MON. 8.00P 60 NBC CV									
2 WED. 9.06P 2										TV GREATEST COMMERCIALS-3(S)									
NEWSBREAK-SAT.										1 FRI. 8.00P 60 NBC CV									
1 SAT. 8.58P 1 CBS N										THREE'S COMPANY									
2 SAT. 8.57P 2										2 TUE. 8.30P 30 ABC CS									
NEWSBREAK-SUN.										TONY AWARDS(S)									
SUN. 8.58P 1 CBS N										2 SUN. 9.00P 142 CBS AC									
NIGHT COURT										TRAPPER JOHN, M.D.									
2 THU. 9.30P 30 NBC CS										1 SUN. 10.00P 60 CBS GD									
ONE DAY AT A TIME										20/20									
MON. 9.00P 30 CBS CS										THU. 10.00P 60 ABC DN									
PEOPLE ARE FUNNY										U.S. OLYMPIC TRIALS-SAT(S)									
2 SAT. 9.30P 30 NBC PV										2 SAT. 8.00P 60 ABC SE									

REAL PEOPLE										WEBSTER									
2 WED. 8.00P 60 NBC PV										FRI. 8.30P 30 ABC CS									
REMINGTON STEELE										WHAT-LEARNED, C.BROWN(S)									
1 TUE. 10.30P 60 NBC PD										1 SAT. 8.00P 30 CBS EA									
2 TUE. 10.00P 60										WHIZ KIDS									
RIPTIDE										2 SAT. 8.00P 60 CBS A									
1 TUE. 9.30P 60 NBC PD										WONDERFUL TV GAME SHOWS(S)									
2 TUE. 9.00P 60										1 SAT. 10.00P 60 NBC GV									
RIPLEY'S BELIEVE IT-NOT										LATE FRINGE									
SUN. 7.00P 60 ABC U										ABC NEWS:NIGHTLINE									
SAG 50TH ANNIVERSARY(S)										1 MWF 11.30P 30 ABC N									
2 TUE. 9.00P 120 CBS AC										2 M-F 11.30P 30									
ST. ELSEWHERE										ABC NEWS:NIGHTLINE-TUE(B)									
WED. 10.00P 60 NBC GD										1 TUE. 12.10A 30 ABC N									
SCARECROW & MRS. KING										ABC NEWS:NIGHTLINE-TUE(B)									
MON. 8.00P 60 CBS GD										2 TUE. 12.00M 11 ABC N									
SHERIFF AND ASTRONAUT(S)										ABC WEEKEND REPORT-SAT.									
1 THU. 10.00P 60 CBS A										SAT. 11.00P 15 ABC N									
SILVER SPOONS										ABC WEEKEND REPORT-SUN.									
SAT. 8.30P 30 NBC CS										1 SUN. 12.00M 15 ABC N									
SIMON & SIMON										2 SUN. 11.00P 15									
1 THU. 9.00P 60 CBS PD										CBS NEWS NIGHTWATCH-1									
60 MINUTES										1 MTHSU 2.00A 30 CBS N									
SUN. 7.00P 60 CBS DN										2 M-WSU 2.00A 30									
										CBS NEWS NIGHTWATCH-2									
										CONT'D									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)														
LATE FRINGE CONT'D																																									
CBS NEWS NIGHTWAT-CONT'D																																									
1	MWTHSU	2.30A	210	CBS	N					B	1.3	25	109	NBA PLAYOFF GAME-WED(S)										186	96	A	4.7	21	394												
1	TUE.	2.40A	200											1 WED. 11.30P 150 CBS SE																											
2	M-WSU	2.30A	210											NBA PLAYOFF GAME-FRI(S)										184	94	A	5.5	20	461												
2	THU.	3.09A	171											1 FRI. 11.30P 155 CBS SE																											
CBS SUNDAY NEWS-OSGOOD														34	128	129	69	69	A	5.2	12	436	NBC LATE NIGHT MOVIE										34	76	69	46	40	A	1.8	6	151
1	SUN.	11.00P	15	CBS	N					B	6.0	12	503	1 SUN. 11.30P 89 NBC FF														B	1.6	6	134										
2	SUN.	11.22P	15											2 SUN. 11.30P 65																											
DAVID LETTERMAN I														136	187	187	96	96	A	2.8	14	235	SATURDAY NIGHT										30	201		98	A	6.5	20	545	
1	MWTH	12.30A	30	NBC	GV					B	3.0	15	251	1 SAT. 11.30P 78 NBC GV														B	7.2	21	603										
1	TUE.	1.00A	30											TONIGHT SHOW										167	206	207	99	99	A	6.6	21	553									
2	M-TH	12.30A	30											1 MWTHF 11.30P 60 NBC GV														B	6.8	21	570										
DAVID LETTERMAN II														136	187	187	96	96	A	2.2	14	184	1 TUE. 12.00M 60																		
1	MWTH	1.00A	30	NBC	GV					B	2.2	14	184	2 M-F 11.30P 60																											
1	TUE.	1.30A	30											VIEWPOINT(S)											189		96	A	4.3	16	360										
2	M-TH	1.00A	30											1 THU. 11.30P 90 ABC N																											
EYE ON HOLLYWOOD														56	122	122	70	70	A	1.8	6	151	WELCOME TO THE FUN ZONE(S)											190		92	A	4.3	13	360	
1	MON.	12.00M	32	ABC	GV					B	2.1	8	176	2 SAT. 11.30P 80 NBC CV																											
1	WED.	12.00M	31											WEEKDAY DAYTIME																											
1	FRI.	12.00M	30											ABC DAYTIME NEWSBRIEF-M-F										15	204	204	99	99	A	7.1	26	595									
2	MON.	12.00M	31											1 M-F 2.57P 2 ABC N														B	7.2	27	603										

[illegible]

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																											
DAYS OF OUR LIVES					166	208	208	99	99	A	7.1	24	595	PRICE IS RIGHT 1					166	202	202	99	99	A	6.4	28	536
M-F 1.00P 60 NBC DD										B	7.1	23	595	M-F 11.00A 30 CBS AP										B	7.2	29	603
DREAM HOUSE					167	181	181	90	90	A	4.2	18	352	PRICE IS RIGHT 2					167	202	202	99	99	A	8.6	37	721
M-F 11.30A 30 NBC QG										B	5.0	20	419	M-F 11.30A 30 CBS AP										B	9.6	38	804
EDGE OF NIGHT					169	126	126	70	70	A	2.8	9	235	RYAN'S HOPE					170	176	176	94	94	A	4.5	17	377
M-F 4.00P 30 ABC DD										B	3.3	10	277	M-F 12.30P 30 ABC DD										B	4.8	17	402
FACTS OF LIFE M-F					103	149	149	89	89	A	4.0	18	335	SALE OF THE CENTURY					164	156	155	85	85	A	4.3	19	360
M-F 10.00A 30 NBC CS										B	4.2	17	352	M-F 10.30A 30 NBC QG										B	4.7	20	394
FAMILY FEUD					170	173	173	87	87	A	4.1	16	344	SEARCH FOR TOMORROW					168	158	158	78	78	A	3.2	12	268
M-F 12.00N 30 ABC QP										B	4.8	18	402	M-F 12.30P 30 NBC DD										B	3.2	11	268
GENERAL HOSPITAL					168	206	206	99	99	A	7.9	26	662	TATTLETALES					164	107	105	61	60	A	2.9	9	243
1 M-F 3.00P 60 ABC DD										B	10.2	31	855	M-F 4.00P 30 CBS QG										B	3.4	10	285
2 MON. 3.13P 47														TODAY SHOW-7.30AM					170	204	204	99	99	A	3.7	19	310
2 TU-F 3.00P 60														M-F 7.30A 30 NBC N										B	3.8	18	318
GOOD MORNING, AMERICA-730					169	205	206	99	99	A	4.8	25	402	TODAY SHOW-8.30AM					169	204	204	99	99	A	4.3	20	360
M-F 7.30A 30 ABC N										B	5.0	24	419	M-F 8.30A 30 NBC N										B	4.4	20	369
GOOD MORNING, AMERICA-830					169	204	204	99	99	A	5.0	23	419	\$25,000 PYRAMID					165	166	166	87	87	A	4.8	21	402
M-F 8.30A 30 ABC N										B	5.6	25	469	M-F 10.00A 30 CBS QP										B	5.0	21	419
GUIDING LIGHT					165	203	203	99	99	A	7.8	26	654	WHEEL OF FORTUNE					166	206	206	99	99	A	6.8	30	570
														M-F 11.00A 30 NBC QG										B	7.3	30	612

1 M-F 3.00P 60 CBS DD	B	8.0	25	670	YOUNG AND THE RESTLESS	167	206	205	99	99	A	8.3	31	696
2 MON. 3.16P 44					M-F 12.30P 60 CBS DD						B	8.6	31	721
2 TU-F 3.00P 60														
HOT POTATO 90	149	149	73	73	A 2.9 11 243	WEEKEND DAYTIME								
M-F 12.00N 30 NBC QG					B 3.0 11 251	ABC WEEKEND SPECIALS	30	179	182	91	91	A 3.4 14 285		
						SAT. 12.00N 30 ABC FV						B 4.8 16 402		
LOVING 169	199	199	96	96	A 3.7 16 310	ABC WIDE WORLD-SPORTS SAT 28	200	203	99	99	A 5.6 17 469			
M-F 11.30A 30 ABC DD					B 3.8 15 318	1 SAT. 5.00P 90 ABC SA					B 7.7 18 645			
MATCH GM/HOLLYWOOD SQS HR 143	157	157	78	78	A 3.9 13 327	2 SAT. 5.01P 89								
1 M-F 3.00P 60 NBC QG					B 3.9 12 327	ALVIN AND THE CHIPMUNKS	36	202	204	97	97	A 7.3 29 612		
2 MON. 3.14P 46						SAT. 10.30A 30 NBC CA					B 8.1 28 679			
2 TU-F 3.00P 60														
NBC NEWS AT SUNRISE 170	169	169	90	90	A 1.3 11 109	AMERICAN BANDSTAND	28	157	162	81	81	A 3.0 12 251		
M-F 6.30A 30 NBC N					B 1.5 13 126	SAT. 12.30P 60 ABC PC					B 4.3 14 360			
NBC NEWS DIGEST-DAYTIME 61	200	200	99	99	A 4.6 17 385	AMERICAN SPORTSMAN	12	158		82		A 2.5 8 210		
1 MW 2.57P 1 NBC N					B 4.7 16 394	1 SUN. 2.00P 30 ABC SA					B 3.9 11 327			
2 W & F 2.57P 1														
NEWSBREAK-11.57 168	178	181	88	89	A 7.1 30 595	BENJI,ZAX & THE-PRINCE	12	176	155	89	73	A 3.7 15 310		
M-F 11.57A 2 CBS N					B 7.9 31 662	SAT. 12.30P 30 CBS CA						B 3.5 13 293		
NEWSBREAK-3.57 165	186	187	94	94	A 6.2 20 520	BEST OF SCOOPY DOO	18	192	198	95	97	A 4.0 16 335		
M-F 3.57P 2 CBS N					B 6.6 19 553	SAT. 11.30A 30 ABC CA						B 5.2 18 436		
ONE LIFE TO LIVE 168	204	204	99	99	A 7.0 26 587	BISKITTS	12	170	151	85	73	A 3.7 15 310		
1 M-F 2.00P 60 ABC DD					B 7.9 27 662	SAT. 12.00N 30 CBS CA						B 3.6 13 302		
2 TU-F 2.00P 60						BUGS BUNNY/ROAD RUNNER 1	16	197	198	98	98	A 4.0 16 335		
PRESS YOUR LUCK 170	154	154	80	80	A 4.7 21 394	SAT. 10.30A 30 CBS CA						B 4.8 17 402		
M-F 10.30A 30 CBS QP					B 4.9 21 411	BUGS BUNNY/ROAD RUNNER 2	16	194	193	97	96	A 5.2 21 436		
						SAT. 11.00A 30 CBS CA						B 5.6 20 469		

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																											
BUGS BUNNY/ROAD RUNNER 3					16	183	183	94	93	A	4.7	19	394	MEET THE PRESS					34	188	170	97	94	A	3.0	12	251
SAT. 11.30A 30 CBS CA									B	5.2	19	436	1 SUN. 12.30P 30 NBC CC									B	2.9	9	243		
CAPTAIN KANGAROO-SAT					36	130	129	84	84	A	.9	11	75	MEMORIAL GOLF TOURN.-SAT(S)						184		95		A	3.9	13	327
SAT. 7.00A 60 CBS CL									B	1.4	16	117	1 SAT. 4.00P 119 CBS SE														
CBS CHILDREN'S FILM FEST.					21	145	126	77	62	A	2.2	9	184	MEMORIAL GOLF TOURN.-SUN(S)						197		99		A	6.5	19	545
SAT. 1.30P 30 CBS CL									B	2.7	9	226	1 SUN. 3.36P 204 CBS SE														
CBS SPORTS SAT SPEC ED(S)							180		92	A	1.5	6	126	MENUDO-10:25AM					36	201	200	99	99	A	4.3	17	360
2 SAT. 2.00P 150 CBS SE														SAT. 10.25A 4 ABC CN										B	5.8	21	486
CHARLIE BROWN&SNOOPY SHOW					16	180	182	93	94	A	2.4	18	201	MENUDO-11:55AM					18	192	198	95	97	A	3.9	16	327
SAT. 8.00A 30 CBS CA									B	3.2	20	268	SAT. 11.55A 4 ABC CN										B	5.1	18	427	
DUNGEONS AND DRAGONS					36	196	196	98	98	A	4.9	21	411	MR. T					36	187	206	87	98	A	5.9	24	494
SAT. 9.30A 30 CBS CA									B	5.9	23	494	SAT. 11.00A 30 NBC CA										B	7.8	27	654	
FACE THE NATION					36	157	154	93	90	A	2.8	12	235	MONCHHICHIS					19	192	191	95	95	A	2.8	21	235
SUN. 10.30A 30 CBS CC									B	3.3	11	277	SAT. 8.00A 30 ABC CA										B	3.3	21	277	
FLINTSTONE FUNNIES					36	190	192	96	95	A	2.7	20	226	NBA CHAMPIONSHIP GAME 1(S)						200		99		A	7.6	25	637
SAT. 8.00A 30 NBC CA									B	3.2	21	268	1 SUN. 1.00P 156 CBS SE														
FRENCH OPEN TENNIS(S)							150		85	A	2.7	9	226	NBA CHAMPIONSHIP GAME 3(S)							198		99	A	8.6	25	721
2 SUN. 12.30P 120 NBC SE														2 SUN. 3.35P 153 CBS SE													
IN THE NEWS- 8.26AM					36	180	182	93	94	A	2.5	17	210	NBC MAJOR LEAGUE PRE GAME					8	208	206	99	99	A	5.6	22	469

SAT. 8.26A	3	CBS	CN	36	195	195	97	97	B	3.4	21	285	1 SAT. 1.00P	17	NBC	SC			B	4.9	18	411
IN THE NEWS- 9.56AM									A	4.5	19	377	2 SAT. 2.00P	17								
SAT. 9.56A	3	CBS	CN						B	5.2	19	436	NBC MAJOR LEAGUE BASEBALL	8	208	206	99	99	A	7.3	27	612
													1 SAT. 1.17P	184	NBC	SE			B	6.8	23	570
													2 SAT. 2.17P	152								
IN THE NEWS-10.26AM				33	191	190	96	96	A	3.5	14	293										
SAT. 10.26A	3	CBS	CN						B	4.6	16	385										
IN THE NEWS-11.56AM				16	183	183	94	93	A	4.5	18	377	NBC MAJOR LEAGUE GAME-2	2	195		95		A	5.8	18	486
SAT. 11.56A	3	CBS	CN						B	4.9	17	411	1 SAT. 4.10P	170	NBC	SE			B	5.9	18	494
IN THE NEWS-12.26PM				12	170	151	85	73	A	3.5	14	293	NBC SPORTS RINGSIDE-SUN(S)	24	156		82		A	3.2	10	268
SAT. 12.26P	3	CBS	CN						B	3.3	12	277	1 SUN. 3.00P	60	NBC	SE			B	4.2	15	352
IN THE NEWS-12.56PM				23	176	154	89	73	A	3.7	15	310										
SAT. 12.56P	3	CBS	CN						B	4.5	15	377	NCAA SPECIAL(S)		168		89		A	1.9	7	159
IN THE NEWS- 1.26PM				22	165	144	87	71	A	3.5	14	293	1 SAT. 3.00P	60	CBS	SE						
SAT. 1.26P	3	CBS	CN						B	4.2	14	352	NCAA TRACK & FIELD CHAMP.(S)				175	91	A	3.0	11	251
KEMPER OPEN-SAT.(S)									A	3.0	10	251	2 SAT. 2.00P	60	ABC	SE						
2 SAT. 4.30P	89	CBS	SE																			
													NEW FAT ALBERT SHOW	21	165	144	87	71	A	3.6	14	302
KEMPER OPEN-SUN.(S)													SAT. 1.00P	30	CBS	CA			B	4.1	14	344
2 SUN. 1.00P	155	CBS	SE										NEW SCOOPY & SCRAPPY DOO	19	200	199	99	99	A	4.1	20	344
LADIES PGA CHAMP-SAT(S)													SAT. 9.00A	30	ABC	CA			B	4.9	21	411
2 SAT. 5.00P	60	NBC	SE																			
									A	3.1	11	260	ONE TO GROW ON-8:28AM	23	190	192	96	95	A	3.3	23	277
LADIES PGA CHAMP-SUN(S)													SAT. 8.28A	2	NBC	CN			B	4.2	25	352
2 SUN. 2.30P	127	NBC	SE										ONE TO GROW ON-8:58AM	36	195	195	97	97	A	4.3	24	360
LAROCHE-POLITICAL(S)									A	2.3	7	193	SAT. 8.58A	2	NBC	CN			B	5.0	24	419
2 SAT. 1.30P	30	NBC	P																			
									A	1.5	6	126	ONE TO GROW ON-10:28AM	34	209	209	99	99	A	8.0	32	670
LITTLES													SAT. 10.28A	2	NBC	CN			B	8.8	31	737
SAT. 10.30A	30	ABC	CA	36	198	198	97	97	A	4.2	17	352	ONE TO GROW ON-10:58AM	36	200	203	96	97	A	6.9	28	578
									B	5.6	20	469	SAT. 10.58A	2	NBC	CN			B	7.9	28	662

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1984 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																																										
ONE TO GROW ON-12:28PM						21	152	154	73	74	A	4.1	16	344	U.S. OLYMPIC TRIALS(S)						189		97	A	2.7	10	226															
SAT. 12.28P 2 NBC CN										B	5.3	18	444	1 SAT. 1.30P 90 ABC SE																												
PAC-MAN						36	201	199	99	99	A	4.5	19	377	U.S. OLYMPIC TRIALS-SUN(S)						178		95	A	4.1	14	344															
SAT. 9.30A 30 ABC CA										B	5.2	20	436	2 SUN. 1.30P 63 ABC SE																												
PRO BOWLERS SPRING TOUR						3	175	179	88	91	A	4.2	14	352	USFL FOOTBALL						14	188	168	96	90	A	3.5	11	293													
SAT. 3.30P 90 ABC SE										B	4.0	14	335	1 SUN. 2.30P 213 ABC SE											B	5.6	15	469														
PUPPY-FURTHER ADVENTURES						35	192	197	95	96	A	4.1	17	344	2 SUN. 2.33P 218																											
SAT. 11.00A 30 ABC CA										B	5.5	19	461																													
RASCALS/RICHIE RICH						36	196	195	98	98	A	3.7	22	310																												
SAT. 8.30A 30 ABC CA										B	4.1	20	344																													
RUBIK, THE AMAZING CUBE						36	201	200	99	99	A	4.7	19	394																												
SAT. 10.00A 30 ABC CA										B	6.0	22	503																													
SATURDAY SUPERCAR						36	190	192	94	95	A	3.8	20	318																												
SAT. 8.30A 60 CBS CA										B	5.0	23	419																													
SCHOOLHOUSE ROCK-8:25AM						19	192	191	95	95	A	3.4	24	285																												
SAT. 8.25A 4 ABC CN										B	3.9	23	327																													
SHIRT TALES						36	195	199	97	97	A	3.8	22	318																												
SAT. 8.30A 30 NBC CA										B	4.6	23	385																													
SMURFS I						36	210	210	99	99	A	5.3	26	444																												

SAT.	9.00A	30	NBC	CA						B	6.3	27	528
SMURFS II					36	210	210	99	99	A	6.5	28	545
SAT.	9.30A	30	NBC	CA						B	8.0	31	670
SMURFS III					36	210	210	99	99	A	7.8	31	654
SAT.	10.00A	30	NBC	CA						B	8.7	31	729
SPIDERMAN/HULK 1					35	153	155	73	74	A	4.7	19	394
SAT.	11.30A	30	NBC	CA						B	5.7	19	478
SPIDERMAN/HULK 2					32	152	154	73	74	A	4.2	17	352
SAT.	12.00N	30	NBC	CA						B	5.8	19	486
SPORTSBEAT					15	153	160	83	85	A	2.0	7	168
SAT.	3.00P	30	ABC	SC						B	2.9	9	243
SPORTSWORLD					20	179	161	91	88	A	5.2	16	436
1 SUN.	4.00P	120	NBC	SA						B	5.1	13	427
2 SUN.	4.37P	83											
SUNDAY MORNING					34	172	164	95	92	A	3.9	19	327
SUN.	9.00A	90	CBS	N						B	4.7	20	394
TARZAN LORD OF-JUNGLE					16	191	190	96	96	A	3.7	15	310
SAT.	10.00A	30	CBS	CA						B	4.9	18	411
THIS WEEK-DAVID BRINKLEY					32	176	126	95	83	A	2.9	11	243
SUN.	11.30A	60	ABC	N						B	3.9	12	327
THUNDARR					27		135		77	A	3.7	15	310
2 SAT.	12.30P	30	NBC	CA						B	5.1	16	427
THUNDARR(B)						120		66		A	2.7	11	226
1 SAT.	12.30P	30	NBC	CA									

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{																	
	ABC TV		{																	
	AVERAGE AUDIENCE (Households (000) & %)		{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																	
	TOTAL AUDIENCE (Households (000) & %)		{																	
	CBS TV		{																	
	AVERAGE AUDIENCE (Households (000) & %)		{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																	
	TOTAL AUDIENCE (Households (000) & %)		{																	
	NBC TV		{																	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{																	
	ABC TV		{																	
	AVERAGE AUDIENCE (Households (000) & %)		{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																	
	TOTAL AUDIENCE (Households (000) & %)		{																	
	CBS TV		{																	
	AVERAGE AUDIENCE (Households (000) & %)		{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																	
	TOTAL AUDIENCE (Households (000) & %)		{																	
	NBC TV		{																	

TV HOUSEHOLDS USING TV	WK. 1	50.1	51.4	52.2	54.0	54.7	56.4	58.5	60.8	62.7	63.7	64.1	65.1	63.6	62.4	61.3	59.4
(See Def. 1)	WK. 2	53.1	54.5	55.1	56.4	56.9	57.9	60.0	61.8	63.1	64.7	65.4	64.9	63.0	61.3	60.4	57.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

W E E K 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,260 20.6				25,640 30.6							
	ABC TV					FALL GUY (R)(SD)				ABC MOVIE SPECIAL-WED LOVE THY NEIGHBOR (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					12,150 14.5	12.9*		16.1*	16,760 20.0	18.8*		19.6*		20.7*		20.9*
	SHARE OF AUDIENCE %					27	25 *		29 *	35	32 *		33 *		36 *		38 *
	AVG. AUD. BY ¼ HR. %					12.2	13.5	15.6	16.7	18.2	19.4	19.7	19.4	20.8	20.7	21.1	20.8
E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,230 13.4		20,360 24.3									
	CBS TV					DOMESTIC LIFE			CBS WEDNESDAY NIGHT MOVIE EVERY WHICH WAY BUT LOOSE(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					8,720 10.4		8,880 10.6	9.2*		10.2*		10.8*		11.5*		11.1*
	SHARE OF AUDIENCE %					20		19	17 *		17 *		18 *		20 *		20 *
	AVG. AUD. BY ¼ HR. %					10.5	10.4	9.0	9.3	10.2	10.3	11.0	10.7	11.6	11.4	11.2	11.1
E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,640 11.5				10,140 12.1		10,220 12.2		11,400 13.6			
	NBC TV					COLLEGE BOWL NAT'L CHAMP. (SD)				FACTS OF LIFE (R)	DOUBLE TROUBLE		ST. ELSEWHERE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					6,200 7.4	7.7*		7.2*	8,210 9.8		8,300 9.9		8,040 9.6	9.3*		9.9*
	SHARE OF AUDIENCE %					14	15 *		13 *	17		17		17	16 *		18 *
	AVG. AUD. BY ¼ HR. %					7.7	7.6	7.3	7.1	8.9	10.6	9.3	10.5	9.4	9.2	9.7	10.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				17,350 20.7				19,110 22.8									
	ABC TV						FALL GUY (R)(SD)						ABC MOVIE SPECIAL-WED. PRINCE OF THE CITY, PT.2 (SD)					
	AVERAGE AUDIENCE (Households (000) & %)				11,900 14.2		13.2*				15.3*		11,480 13.7		13.3*		13.9*	
	SHARE OF AUDIENCE %				25		24 *				27 *		23		22 *		22 *	
	AVG. AUD. BY ¼ HR. %				13.0		13.3		15.2		15.3		13.1		13.6		14.0	
K 2	TOTAL AUDIENCE (Households (000) & %)				11,480 13.7				21,370 25.5									
	CBS TV				HOW BUGS BUNNY WON-WEST (R)										CBS WEDNESDAY NIGHT MOVIE TIME BANDITS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)				9,390 11.2				8,550 10.2		10.4*				9.5*		9.6*	
	SHARE OF AUDIENCE %				20				17		18 *				16 *		15 *	
	AVG. AUD. BY ¼ HR. %				10.6		11.8		10.5		10.3		9.6		9.4		9.5	
2	TOTAL AUDIENCE (Households (000) & %)				14,750 17.6						16,340 19.5		16,930 20.2		19,190 22.9			
	NBC TV						REAL PEOPLE (R)(SD)				FACTS OF LIFE (R)		DOUBLE TROUBLE (SD)				ST. ELSEWHERE (R)	
	AVERAGE AUDIENCE (Households (000) & %)				9,890 11.8		11.0*				13,910 16.6		15,080 18.0		14,250 17.0		16.9*	
	SHARE OF AUDIENCE %				21		20 *				22 *		28		29		28 *	
	AVG. AUD. BY ¼ HR. %				10.8		11.2		12.3		12.8		15.7		17.5		17.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.4	49.4	50.0	51.2	50.7	52.2	54.0	55.5	57.9	59.5	59.7	59.7	58.1	56.2	55.1	54.1
		WK. 2	52.1	53.4	53.7	54.8	54.2	55.2	56.3	57.5	59.6	60.9	61.8	62.3	61.1	59.3	58.9	56.3

TV HOUSEHOLDS USING TV	WK. 1	48.4	49.4	50.0	51.2	50.7	52.2	54.0	55.5	57.9	59.5	59.7	59.7	58.1	56.2	55.1	54.1
(See Def. 1)	WK. 2	52.1	53.4	53.7	54.8	54.2	55.2	56.3	57.5	59.6	60.9	61.8	62.3	61.1	59.3	58.9	56.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. MAY 30, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 24, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					22,370 26.7								19,270 23.0			
	ABC TV					ABC MOVIE SPECIAL-THU (INVITATION TO HELL (SD))										20/20	
	AVERAGE AUDIENCE (Households (000) & %)					12,910 15.4	12.9*		14.3*		16.6*		17.8*	13,580 16.2	17.0*		15.3*
	SHARE OF AUDIENCE %					29	26 *		28 *		30 *		31 *	30	31 *		29 *
	AVG. AUD. BY ¼ HR.					12.8	13.0	13.9	14.8	16.4	16.9	17.9	17.8	17.3	16.8	15.5	15.2
E K 2	TOTAL AUDIENCE (Households (000) & %)					14,160 16.9				15,500 18.5				14,330 17.1			
	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				SHERIFF AND ASTRONAUT			
	AVERAGE AUDIENCE (Households (000) & %)					10,060 12.0	11.2*		12.8*	11,730 14.0	13.1*		14.8*	10,980 13.1	13.3*		13.0*
	SHARE OF AUDIENCE %					24	23 *		25 *	25	24 *		26 *	24	24 *		25 *
	AVG. AUD. BY ¼ HR.					11.0	11.4	12.5	13.1	12.8	13.4	14.6	15.1	13.5	13.1	12.9	13.1
E K 2	TOTAL AUDIENCE (Households (000) & %)					10,980 13.1		11,310 13.5		11,730 14.0		9,800 11.7		14,670 17.5			
	NBC TV					GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		DUCK FACTORY (SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,130 10.9		9,720 11.6		10,310 12.3		8,380 10.0		10,730 12.8	12.4*		13.2*
	SHARE OF AUDIENCE %					22		22		22		17		24	22 *		25 *
	AVG. AUD. BY ¼ HR.					10.3	11.5	11.3	11.8	12.3	12.3	9.7	10.2	12.1	12.8	13.3	13.0

W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,530 23.3								18,940 22.6			
	ABC TV					ABC MOVIE SPECIAL-THU. OH HEAVENLY DOG (SD)										20/20	
	AVERAGE AUDIENCE (Households (000) & %)					9,720 11.6	9.4*		9.7*		12.6*		14.5*	13,580 16.2	16.5*		15.8*
	SHARE OF AUDIENCE %					21	18 *		18 *		22 *		24 *	29	29 *		29 *
	AVG. AUD. BY ¼ HR.					9.4	9.5	9.7	9.7	12.2	13.1	14.2	14.9	16.0	17.0	16.4	15.2
E K 2	TOTAL AUDIENCE (Households (000) & %)					17,930 21.4				23,720 28.3							
	CBS TV					MAGNUM, P.I. (R)(SD)				NBA CHAMPIONSHIP GAME 2 L.A. LAKERS VS BOSTON (9:00-12:07AM) (-SDP)							
	AVERAGE AUDIENCE (Households (000) & %)					12,650 15.1	14.2*		16.0*	10,310 12.3	10.5*		11.0*		11.4*		11.6*
	SHARE OF AUDIENCE %					29	27 *		30 *	23	18 *		19 *		20 *		20 *
	AVG. AUD. BY ¼ HR.					13.2	15.3	15.7	16.2	11.0	10.1	11.0	11.0	12.0	10.7	11.5	11.8
E K 2	TOTAL AUDIENCE (Households (000) & %)					11,980 14.3		11,730 14.0		16,340 19.5		15,080 18.0		18,690 22.3			
	NBC TV					JUMP!		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,470 11.3		9,890 11.8		14,080 16.8		13,740 16.4		13,410 16.0	16.1*		15.8*
	SHARE OF AUDIENCE %					22		22		29		28		28	28 *		29 *
	AVG. AUD. BY ¼ HR.					11.9	10.7	11.0	12.6	15.9	17.6	16.6	16.3	15.8	16.3	15.9	15.7

TV HOUSEHOLDS USING TV	WK. 1	43.5	44.7	45.1	47.1	48.2	49.3	50.9	53.0	54.9	56.5	57.3	57.7	55.9	54.9	53.5	51.9
(See Def. 1)	WK. 2	49.7	50.0	49.7	50.7	50.9	52.8	53.9	55.6	57.8	59.0	59.4	59.3	58.1	57.1	56.0	53.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. MAY 31, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,730 12.8		11,480 13.7		14,080 16.8				13,490 16.1					
	ABC TV						BENSON (R)		WEBSTER (R)(SD)		ALL STAR FAMILY FEUD (SD)				MATT HOUSTON (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					9,130 10.9		10,060 12.0		10,310 12.3		11.5*		13.1*		9,800 11.7	11.5*	11.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 10.7		24 11.2		22 11.2		21* 11.9		23* 13.0		21 11.4	21* 11.7	22* 11.8	22* 12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,650 13.9				17,260 20.6									
	CBS TV						DUKES OF HAZZARD (R)(SD)					CBS SPECIAL MOVIE PRESNT. SEPTEMBER GUN(R)								
	AVERAGE AUDIENCE (Households (000) & %)	{					8,380 10.0		9.2*		10,060 12.0		12.0*		11.8*		12.0*		12.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					21 9.0		20* 9.4		22 10.5		22* 11.9		21* 12.1		22* 11.8		23* 12.5	23* 12.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					10,980 13.1				16,680 19.9									
	NBC TV						TV GREATEST COMMERCIALS-3 (R)(SD)					MOVIE OF THE WEEK-FRIDAY SUMMER FANTASY								
	AVERAGE AUDIENCE (Households (000) & %)	{					6,960 8.3		8.4*		9,890 11.8		10.1*		11.2*		12.9*		13.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					17 8.3		18* 8.6		22 9.5		19* 10.6		20* 11.0		24* 12.6		24* 13.1	24* 13.4

WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					11,900 14.2		11,650 13.9		12,490 14.9				11,820 14.1							
	ABC TV						BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)				MATT HOUSTON (R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					9,800 11.7		10,390 12.4		8,300 9.9		9.5*		10.4*		8,880 10.6	10.2*	10.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 11.0		25 12.4		18 9.5		18 *		19 *		19 9.9	18 *	20 *			
								11.0		12.4		12.1		12.7		9.4		10.1	10.8	9.9	10.5	10.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					10,560 12.6				17,430 20.8											
	CBS TV						DUKES OF HAZZARD (R)(SD)					SPECIAL MOVIE PRSNT-FRI CITY ON FIRE(R)										
	AVERAGE AUDIENCE (Households (000) & %)	{					7,040 8.4		8.1*		10,390 12.4		11.9*		13.1*		12.6*		12.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					17 8.2		17 *		23 11.2		23 *		24 *		23 *		22 *			
								8.2		8.1		8.6		8.6		12.5		13.0	13.1	12.7	12.5	12.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					9,220 11.0				12,910 15.4											
	NBC TV						MASTER (R)(SD)					MOVIE OF THE WEEK-FRIDAY SATURN 3										
	AVERAGE AUDIENCE (Households (000) & %)	{					6,370 7.6		7.2*		6,870 8.2		7.6*		8.1*		8.7*		8.4*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					16 7.1		15 *		15 7.7		15 *		15 *		16 *		15 *			
								7.1		7.2		8.0		8.0		7.5		8.1	8.2	8.6	8.7	8.5

TV HOUSEHOLDS USING TV WK. 1	42.0	43.8	43.0	44.5	46.3	47.8	49.3	51.5	53.2	54.6	56.3	55.8	54.8	54.4	54.7	54.1
(See Def. 1) WK. 2	41.3	43.7	44.5	45.9	46.2	47.4	49.3	50.9	51.7	52.8	54.5	55.3	55.4	55.4	55.4	54.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						13,910 16.6				15,000 17.9				13,070 15.6			
ABC TV						T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)						10,220 12.2	11.5*		13.0*	11,060 13.2	12.8*		13.6*	9,970 11.9	11.6*		12.3*
SHARE OF AUDIENCE %						27	27 *		28 *	27	26 *		27 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %						10.8	12.1	12.9	13.1	12.3	13.3	13.6	13.6	11.6	11.5	12.2	12.4
TOTAL AUDIENCE (Households (000) & %)						8,040 9.6		9,130 10.9		16,510 19.7							
CBS TV						WHAT-LEARNED, C.BROWN (R)		BUGS BUNNY- AMERICAN HERO (R)(SD)		CBS SATURDAY NIGHT MOVIE KANADU							
AVERAGE AUDIENCE (Households (000) & %)						6,290 7.5		7,710 9.2		7,460 8.9	9.4*		8.7*		8.7*		9.1*
SHARE OF AUDIENCE %						17		20		18	19 *		17 *		17 *		19 *
AVG. AUD. BY ¼ HR. %						7.6	7.4	8.6	9.7	9.6	9.1	8.8	8.6	8.6	8.7	9.2	8.9
TOTAL AUDIENCE (Households (000) & %)						9,130 10.9		8,880 10.6		11,900 14.2				12,570 15.0			
NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		HIGH SCHOOL U.S.A. (SD)				WONDERFUL TV GAME SHOWS (R)			
AVERAGE AUDIENCE (Households (000) & %)						7,540 9.0		7,460 8.9		7,960 9.5	9.3*		9.7*	9,390 11.2	11.0*		11.4*
SHARE OF AUDIENCE %						21		19		19	19 *		19 *	23	22 *		23 *
AVG. AUD. BY ¼ HR. %						8.4	9.7	8.7	9.1	9.4	9.1	9.3	10.2	10.7	11.3	11.4	11.3

TOTAL AUDIENCE (Households (000) & %)						8,210 9.8				13,580 16.2				14,670 17.5			
ABC TV						U.S. OLYMPIC TRIALS-SAT (SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)						5,530 6.6	6.5*		6.8*	9,800 11.7	10.2*		13.2*	11,400 13.6	13.2*		14.0*
SHARE OF AUDIENCE %						15	15 *		15 *	23	21 *		26 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %						6.3	6.7	7.1	6.5	9.5	10.9	12.6	13.8	12.9	13.4	13.9	14.2
TOTAL AUDIENCE (Households (000) & %)						9,220 11.0				16,340 19.5							
CBS TV						WHIZ KIDS (SD)				CBS SATURDAY NIGHT MOVIE DEFIANCE(R)							
AVERAGE AUDIENCE (Households (000) & %)						5,950 7.1	6.9*		7.3*	8,800 10.5	9.0*		9.9*		10.9*		12.3*
SHARE OF AUDIENCE %						16	16 *		16 *	21	18 *		19 *		22 *		25 *
AVG. AUD. BY ¼ HR. %						6.9	6.9	7.2	7.5	8.7	9.3	9.9	10.0	10.9	10.9	12.3	12.4
TOTAL AUDIENCE (Households (000) & %)						10,640 12.7		11,060 13.2		9,470 11.3		9,130 10.9		9,300 11.1			
NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		MAMA'S FAMILY (R)		PEOPLE ARE FUNNY (SD)		NBC REPORTS: 8TH AIR FORCE			
AVERAGE AUDIENCE (Households (000) & %)						8,800 10.5		9,470 11.3		8,460 10.1		7,120 8.5		6,120 7.3	7.4*		7.2*
SHARE OF AUDIENCE %						24		25		21		17		15	15 *		15 *
AVG. AUD. BY ¼ HR. %						9.7	11.3	10.8	11.9	9.9	10.2	8.4	8.5	7.4	7.4	6.9	7.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.0	38.9	39.7	40.7	42.7	43.9	45.5	46.9	48.1	48.9	49.7	50.6	50.2	50.5	49.7
		WK. 2	39.3	40.2	40.7	41.6	42.3	43.6	45.0	46.5	48.3	50.1	51.2	51.4	49.9	49.3	48.5

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE GAME-2, NBC, BALTIMORE VS CALIFORNIA & KANSAS CITY VS BOSTON, NBC, MULTI-SEGMENT TEL

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,770 4.5														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,600 4.3														
	SHARE OF AUDIENCE %		10														
	AVG. AUD. BY ¼ HR. %		4.3														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,890 11.8														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 6.5	7.7*		6.3*		5.0*									
	SHARE OF AUDIENCE %		20	21 *		21 *		19 *									
W E E K 1	AVG. AUD. BY ¼ HR. %		8.0	7.5	6.8	5.7	5.0	4.7									

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6														
	SHARE OF AUDIENCE %		10														
	AVG. AUD. BY ¼ HR. %		4.6														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,370 8.8														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,600 4.3	5.6*		3.9*		3.1*									
	SHARE OF AUDIENCE %		13	15 *		12 *		12 *									
W E E K 2	AVG. AUD. BY ¼ HR. %		5.9	5.3	4.2	3.7	3.2	2.8									

TV HOUSEHOLDS USING TV	WK. 1	45.2	42.3	38.0	34.9	32.0	29.3	26.7	24.3	21.3	19.0	16.9	14.8	12.9	12.0	10.6	9.7
(See Def. 1)	WK. 2	46.3	43.0	38.6	36.3	33.1	30.5	27.2	25.4	23.4	21.0	19.2	17.0	14.3	12.4	11.3	9.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 27, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	10,390 12.4				12,740 15.2				21,120 25.2						
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				INDIANAPOLIS 500 (9:00-11:47PM) (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	7,120 8.5				9,470 11.3				10,810 12.9						
	SHARE OF AUDIENCE %	20				23				25						
	AVG. AUD. BY ¼ HR.	7.5				10.3				11.6						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,670 18.7				8,630 10.3				12,570 15.0				15,000 17.9		
	CBS TV	60 MINUTES				AFTERMASH (R)				JEFFERSONS (R)				ALICE (R)		
	AVERAGE AUDIENCE (Households (000) & %)	11,820 14.1				7,370 8.8				10,640 12.7				11,650 13.9		
	SHARE OF AUDIENCE %	33				19				23				26		
	AVG. AUD. BY ¼ HR.	12.9				9.0				12.0				12.6		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,610 5.5				13,910 16.6				22,960 27.4						
	NBC TV	FATHER MURPHY (R)				KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE NO MAN'S LAND						
	AVERAGE AUDIENCE (Households (000) & %)	3,350 4.0				10,220 12.2				14,500 17.3				17,850 21.8		
	SHARE OF AUDIENCE %	10				25				32				32		
	AVG. AUD. BY ¼ HR.	3.6				9.7				16.8				17.9		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		11,400 13.6				13,740 16.4				20,610 24.6					
	ABC TV				RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE ORCA (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		{		7,540 9.0				10,140 12.1				12,910 15.4				16.0*	
	SHARE OF AUDIENCE %		{		19		7.8*		21 *		11.4*		23 *		15.3*		26 *	
	AVG. AUD. BY ¼ HR.		{		7.0		8.5		10.1		10.6		11.0		11.7		12.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		17,930 21.4				10,810 12.9		11,310 13.5		21,540 25.7					
	CBS TV				60 MINUTES				AFTERMASH (R)		JEFFERSONS (R)(SD)		TONY AWARDS (9:00-11:22PM)					
	AVERAGE AUDIENCE (Households (000) & %)		{		13,320 15.9		15.3*		16.5*		9,640 11.5		10,310 12.3		12.3*		12.8*	
	SHARE OF AUDIENCE %		{		34		33 *		34 *		22		21		21 *		20 *	
	AVG. AUD. BY ¼ HR.		{		14.5		16.0		16.6		16.5		11.9		11.1		11.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{						10,980 13.1				22,790 27.2					
	NBC TV				DEMOCRATIC DEBATE (SD)				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE THE VILLAIN					
	AVERAGE AUDIENCE (Households (000) & %)		{						8,300 9.9		8.8*		13,320 15.9		13.4*		16.2*	
	SHARE OF AUDIENCE %		{						19		17 *		20 *		23 *		26 *	
	AVG. AUD. BY ¼ HR.		{						8.2		9.4		10.7		11.2		12.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.2	41.8	42.8	43.8	44.9	47.3	49.4	51.3	53.6	54.6	54.8	55.7	55.1	54.5	53.4	52.4
		WK. 2	44.5	47.1	48.4	49.4	50.3	52.2	53.7	55.8	57.6	60.2	62.4	62.8	61.9	60.7	59.0	56.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 3, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV		INDIANAPOLIS 500 (9:00-11:47PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	%																
	AVG. AUD. BY ¼ HR.	%																
			13.0	12.6	13.2	12.7	2.5											
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,940 5.9															
	CBS TV		CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,690 5.6															
	SHARE OF AUDIENCE %	%	11															
	AVG. AUD. BY ¼ HR.	%	5.6															
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			3,100 3.7													
	NBC TV		NBC LATE NIGHT MOVIE WHEN YOUR LOVER LEAVES (11:30-12:59AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{			1,840 2.2													
	SHARE OF AUDIENCE %	%			7	2.3*		2.3*		2.0*								
	AVG. AUD. BY ¼ HR.	%			2.3	2.4	2.3	2.2	2.1	2.0								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,770 4.5															
	ABC TV		ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690 4.4															
	SHARE OF AUDIENCE %	%	9															
	AVG. AUD. BY ¼ HR.	%	4.4															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,190 5.0														
	CBS TV		TONY AWARDS (9:00-11:22PM) (-OP)				CBS SUNDAY NEWS-OSGOOD (OP)(11:22-11:37PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,020 4.8														
	SHARE OF AUDIENCE %	%		12														
	AVG. AUD. BY ¼ HR.	%		11.3	5.0	4.5												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			1,760 2.1													
	NBC TV		NBC LATE NIGHT MOVIE															
	AVERAGE AUDIENCE (Households (000) & %)	{			1,090 1.3													
	SHARE OF AUDIENCE %	%			4	1.3*		1.3*		5*								
	AVG. AUD. BY ¼ HR.	%			1.3	1.3	1.3	1.2	1.2									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.7	46.8	40.9	35.9	31.0	27.2	23.8	21.1	18.7	17.1	14.7	12.9	11.9	10.2	8.9	8.2
		WK. 2	49.0	42.7	35.9	31.9	27.9	25.5	21.4	18.9	16.7	14.7	12.5	10.8	9.1	8.0	7.2	6.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 3, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,200 6.2				4,690 5.6									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,020 4.8				4,020 4.8									
	SHARE OF AUDIENCE %			25				24									
	AVG. AUD. BY ¼ HR. %			4.8	4.9			4.7	4.9								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,100 3.7				3,180 3.8						4,270 5.1		4,020 4.8	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				2,600 3.1						3,600 4.3		3,350 4.0	
	SHARE OF AUDIENCE %			16				15						21		20	
	AVG. AUD. BY ¼ HR. %			3.1	3.0			3.0	3.2					4.0	4.6	4.0	4.1
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			3,770 4.5				4,020 4.8						3,440 4.1		3,770 4.5	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			2,930 3.5				3,350 4.0						2,850 3.4		3,180 3.8	
	SHARE OF AUDIENCE %			18				20						17		19	
	AVG. AUD. BY ¼ HR. %			3.7	3.4			4.0	3.9					3.2	3.5	3.7	3.9
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,860 5.8				5,280 6.3									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,020 4.8				4,360 5.2									
	SHARE OF AUDIENCE %			25				23									
	AVG. AUD. BY ¼ HR. %			4.8	4.8			5.2	5.3								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,100 3.7				3,350 4.0						5,360 6.4		5,280 6.3	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,510 3.0				2,770 3.3						4,440 5.3		4,530 5.4	
	SHARE OF AUDIENCE %			16				14						22		22	
	AVG. AUD. BY ¼ HR. %			3.0	2.9			3.2	3.3					5.1	5.5	5.3	5.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			3,940 4.7				4,780 5.7						4,690 5.6		4,690 5.6	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,180 3.8				3,850 4.6						3,940 4.7		4,020 4.8	
	SHARE OF AUDIENCE %			20				20						19		19	
	AVG. AUD. BY ¼ HR. %			3.8	3.8			4.5	4.7					4.5	4.9	4.7	4.8
TV HOUSEHOLDS USING TV WK. 1		12.0	14.1	16.1	17.6	18.9	19.9	20.1	20.1	20.0	20.2	20.0	20.3	20.2	20.6	20.4	20.3
(See Def. 1) WK. 2		12.3	14.0	15.8	17.2	19.1	20.4	21.4	22.0	22.6	23.5	24.0	24.1	23.6	24.3	24.3	25.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 28-JUNE 1, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 21-25, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,850 3.4		3,180 3.8		3,770 4.5		4,190 5.0		8,460 10.1		7,790 9.3			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,430 2.9		2,850 3.4		3,100 3.7		3,520 4.2		6,450 7.7		5,700 6.8		6.8*	6.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 2.8		16 3.0		16 3.3		17 3.4		27 6.8		26 7.0		25*	27*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,700 6.8		7,630 9.1				8,550 10.2		7,540 9.0		5,700 6.8			
	CBS TV		PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,780 5.7		6,450 7.7				6,450 7.7		5,950 7.1		5,030 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 5.3		37 7.4				31 7.4		26 6.7		23 5.9			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,870 7.0		3,690 4.4		2,510 3.0		3,100 3.7		7,210 8.6		5,870 7.0			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,110 6.1		3,180 3.8		2,180 2.6		2,600 3.1		5,780 6.9		4,610 5.5		5.6*	5.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 6.0		18 3.7		11 2.5		13 2.9		25 6.4		21 5.7		21*	21*

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.6		3,850 4.6		4,690 5.6		4,780 5.7		9,050 10.8		7,880 9.4			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE (SUS-SD)		ALL MY CHILDREN		ONE LIFE TO LIVE (TU-F)(SUS-OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,270 3.9		3,350 4.0		3,850 4.6		3,940 4.7		6,960 8.3		5,950 7.1		7.1*	7.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 3.8		16 3.9		16 4.4		16 4.5		26 7.5		25 7.1		25*	26*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,960 8.3		9,390 11.2				9,970 11.9		8,300 9.9					
	CBS TV		PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS (TU-F)(OP)(SUS-OP)		(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.1		7,960 9.5				7,370 8.8		6,540 7.8		7.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 6.9		37 9.1				30 8.7		26 7.5		28*			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,370 8.8		4,690 5.6		3,270 3.9		3,180 3.8		7,630 9.1		6,290 7.5			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (TU-F)(SUS-OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,200 7.4		3,940 4.7		2,680 3.2		2,770 3.3		6,030 7.2		4,690 5.6		5.6*	5.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 7.4		18 4.7		11 3.3		11 3.3		22 7.0		20 5.8		20*	20*
TV HOUSEHOLDS USING TV			WK. 1	20.3	21.1	21.2	22.2	23.4	24.6	25.0	26.0	26.9	27.7	27.5	27.9	27.0
(See Def. 1)			WK. 2	24.9	25.5	25.6	26.8	28.7	30.0	30.1	30.7	31.3	32.2	31.9	31.5	29.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 28-JUNE 1, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,800 10.5					{ 2,510 3.0						{ 8,210 9.8				
	ABC TV	← GENERAL HOSPITAL →				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,700 8.0	7.8*		8.2*		{ 2,260 2.7						{ 7,210 8.6				
	SHARE OF AUDIENCE %	28	28 *		27 *		9						19				
	AVG. AUD. BY ¼ HR.	7.6	7.9		8.2		2.7		2.7						8.6 8.6		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,630 9.1					{ 2,850 3.4						{ 10,480 12.5				
	CBS TV	← GUIDING LIGHT (50) →				TATTLETALES								CBS EVENING NEWS RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,290 7.5	7.5*		7.5*		{ 2,260 2.7						{ 8,880 10.6				
	SHARE OF AUDIENCE %	26	27 *		25 *		9						23				
	AVG. AUD. BY ¼ HR.	7.4	7.7		7.6		2.7		2.8						10.5 10.7		
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,780 5.7											{ 8,380 10.0				
	NBC TV	← MATCH GM/HOLLYWOOD SQS HR →												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7	3.5*		3.9*								{ 7,120 8.5				
	SHARE OF AUDIENCE %	13	13 *		13 *								19				
	AVG. AUD. BY ¼ HR.	3.4	3.5		3.7		4.0						8.2 8.8				

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	8,720 10.4	GENERAL HOSPITAL		→	2,850 3.4									9,220 11.0			
	ABC TV							EDGE OF NIGHT									ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)		{	6,620 7.9	7.8*			8.0*	2,430 2.9									7,960 9.5		
	SHARE OF AUDIENCE %			25	26 *			25 *	9									19		
	AVG. AUD. BY ¼ HR.		%	7.4	7.8	8.0		7.9	3.0	2.8							9.5		9.4	
<hr/>																				
TOTAL AUDIENCE (Households (000) & %)		{	8,210 9.8	GUIDING LIGHT *(50)		→	3,180 3.8	TATTLETALES										10,980 13.1		
CBS TV																		CBS EVENING NEWS- RATHER		
AVERAGE AUDIENCE (Households (000) & %)		{	6,700 8.0	8.0*			8.0*	2,600 3.1									9,470 11.3			
SHARE OF AUDIENCE %			25	26 *			25 *	10									23			
AVG. AUD. BY ¼ HR.		%	8.0	8.1	8.1		7.9	3.1	3.2							11.3		11.4		
<hr/>																				
TOTAL AUDIENCE (Households (000) & %)		{	5,110 6.1	MATCH GM/HOLLYWOOD SQS HR		→												9,470 11.3		
NBC TV																		NBC NIGHTLY NEWS		
AVERAGE AUDIENCE (Households (000) & %)		{	3,520 4.2	3.9*			4.4*											8,210 9.8		
SHARE OF AUDIENCE %			13	13 *			14 *											20		
AVG. AUD. BY ¼ HR.		%	3.8	4.1	4.4		4.5									9.5		10.1		

TV HOUSEHOLDS USING TV WK. 1	27.8	28.8	29.6	30.7	30.2	31.2	31.9	33.1	34.1	35.9	37.0	39.0	41.7	43.9	44.6	45.6
(See Def. 1) WK. 2	31.1	32.0	32.4	33.1	32.4	33.3	33.7	35.2	36.3	38.2	39.9	42.4	45.2	47.3	48.6	49.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 26, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						3,770 4.5		4,360 5.2		4,270 5.1		4,360 5.2		4,440 5.3		3,770 4.5	
ABC TV						MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000) & %)						2,930 3.5		3,600 4.3		3,690 4.4		3,850 4.6		3,600 4.3		3,270 3.9	
SHARE OF AUDIENCE %						25		24		21		20		18		15	
AVG. AUD. BY ¼ HR.						3.0	3.9	4.2	4.4	4.5	4.3	4.4	4.7	4.5	4.2	3.8	4.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	1,170 1.4				2,600 3.1		5,030 6.0				4,610 5.5		3,600 4.3		4,190 5.0	
	CBS TV					CHARLIE BROWN & SNOOPY SHOW (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER 1	
	AVERAGE AUDIENCE (Households (000) & %)	590 .7				1,930 2.3		2,930 3.5				3,850 4.6		2,930 3.5		3,440 4.1	
	SHARE OF AUDIENCE %	9	.5*		1.0*	17		18	3.2*		3.8*	18*		14		16	
AVG. AUD. BY ¼ HR.		<<	.6	1.0	1.0	2.1	2.5	3.1	3.3	3.7	3.8	4.4	4.8	3.6	3.4	3.8	4.4
	TOTAL AUDIENCE (Households (000) & %)					2,850 3.4		4,190 5.0		5,530 6.6		6,030 7.2		7,370 8.8		7,630 9.1	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,260 2.7		3,270 3.9		4,440 5.3		5,360 6.4		6,450 7.7		6,120 7.3	
	SHARE OF AUDIENCE %					19		22		26		27		31		29	
AVG. AUD. BY ¼ HR.						2.4	3.0	3.5	4.2	4.9	5.7	6.4	6.5	7.7	7.7	7.4	7.3

TOTAL AUDIENCE (Households (000) & %)						2,260 2.7		3,350 4.0		3,940 4.7		4,270 5.1		5,200 6.2		4,440 5.3	
ABC TV						MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000) & %)						1,760 2.1		2,600 3.1		3,180 3.8		3,690 4.4		4,190 5.0		3,770 4.5	
SHARE OF AUDIENCE %						17		19		19		19		20		18	
AVG. AUD. BY ¼ HR.						1.8	2.4	3.1	3.1	3.4	4.1	4.4	4.4	5.1	5.0	4.2	4.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,590 1.9				2,510 3.0		5,280 6.3				5,530 6.6		3,850 4.6		3,770 4.5	
	CBS TV					CHARLIE BROWN & SNOOPY SHOW (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER 1	
	AVERAGE AUDIENCE (Households (000) & %)	840 1.0				2,010 2.4		3,350 4.0				4,360 5.2		3,180 3.8		3,270 3.9	
	SHARE OF AUDIENCE %	13	.8*		1.2*	19		22	3.4*		4.5*	23*		15		16	
AVG. AUD. BY ¼ HR.		.6	.9	1.1	1.3	2.3	2.6	3.3	3.6	4.4	4.7	5.0	5.4	3.9	3.8	3.8	4.1
	TOTAL AUDIENCE (Households (000) & %)					2,770 3.3		4,020 4.8		5,280 6.3		6,620 7.9		7,880 9.4		6,790 8.1	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,180 2.6		3,020 3.6		4,360 5.2		5,530 6.6		6,540 7.8		6,030 7.2	
	SHARE OF AUDIENCE %					20		22		26		28		31		30	
AVG. AUD. BY ¼ HR.						2.2	3.1	3.3	4.0	4.7	5.7	6.6	6.7	7.6	8.1	7.2	7.1
TV HOUSEHOLDS USING TV		WK. 1	7.3	8.7	10.3	12.1	14.3	16.6	18.5	20.0	20.8	21.9	22.9	23.1	24.3	24.5	24.9
(See Def. 1)		WK. 2	7.8	9.0	10.0	10.9	13.0	14.9	16.2	17.5	19.5	21.3	23.0	24.3	24.6	24.9	25.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. JUNE 2, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,690 4.4		{ 3,350 4.0		{ 2,180 2.6		{ 3,850 4.6		{ 5,530 6.6								
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		(1)		AMERICAN BANDSTAND		U.S. OLYMPIC TRIALS								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7		{ 2,770 3.3		{ 2,100 2.5		{ 2,100 2.5		{ 2,260 2.7		{ 2,260 2.6*		{ 2,260 2.6*		{ 2,260 2.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 3.8		{ 13 3.7		{ 10 3.5		{ 10 3.2		{ 10 2.4		{ 10 2.6		{ 10 2.6		{ 10 2.7		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,200 6.2		{ 5,110 6.1		{ 4,530 5.4		{ 4,690 5.6		{ 4,020 4.8		{ 2,260 2.7						
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,360 5.2		{ 4,110 4.9		{ 3,690 4.4		{ 3,690 4.4		{ 3,270 3.9		{ 2,010 2.4						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 21 5.0		{ 19 5.5		{ 17 5.0		{ 18 4.9		{ 15 4.0		{ 9 2.4		{ 9 2.3				
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,450 6.5		{ 4,530 5.4		{ 4,110 4.9		{ 2,850 3.4		{ 4,940 5.9		{ 13,490 16.1						
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR(B)		(2) (-OP)		NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS N.Y. METS ST. LOUIS VS ATLANTA (OP) MULTI-SEGMENT TELECAST						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,860 5.8		{ 3,770 4.5		{ 3,440 4.1		{ 2,260 2.7		{ 4,440 5.3		{ 5,780 6.9		{ 6.1* 24 *		{ 6.8* 26 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 5.8		{ 18 5.8		{ 16 4.5		{ 11 4.6		{ 21 5.3		{ 26 5.9		{ 6.5		{ 6.8		
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,360 5.2		{ 4,780 5.7		{ 4,020 4.8		{ 5,110 6.1		{ 4,360 5.2								
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS WEEP NO MORE, MY LADY(R)		AMERICAN BANDSTAND		NCAA TRACK & FIELD CHAMP.								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,690 4.4		{ 3,940 4.7		{ 3,600 4.3		{ 2,850 3.4		{ 3.1* 14		{ 3.7* 15 *		{ 2,510 3.0		{ 2.9* 11 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.2		{ 19 4.6		{ 18 4.7		{ 14 4.6		{ 13 3.0		{ 15 3.8		{ 11 2.6		{ 11 3.1		
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,200 6.2		{ 4,360 5.2		{ 2,930 3.5		{ 3,520 4.2		{ 3,350 4.0		{ 2,100 2.5		{ 4,780 5.7				
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.		CBS SPORTS SAT SPEC ED (2:00-3:30PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,360 5.2		{ 3,690 4.4		{ 2,430 2.9		{ 2,510 3.0		{ 2,680 3.2		{ 1,680 2.0		{ 1,260 1.5		{ 2.3* 9 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 5.4		{ 18 4.9		{ 12 4.3		{ 12 4.5		{ 13 3.1		{ 8 3.4		{ 6 2.2		{ 9 1.8		
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,950 7.1		{ 4,860 5.8		{ 4,360 5.2		{ 3,770 4.5		{ 1,930 2.3		{ 5,530 6.6		{ 13,740 16.4				
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		LAROCHE- POLITICAL		(3) (-OP)		NBC MAJOR LEAGUE BASEBALL BALTIMORE VS DETROIT CHICAGO CUBS VS PHILADELPHIA MULTI-SEGMENT TELECAST				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,940 5.9		{ 4,110 4.9		{ 3,520 4.2		{ 3,100 3.7		{ 1,260 1.5		{ 4,860 5.8		{ 6,540 7.8		{ 7.4* 28 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 25 6.0		{ 20 5.8		{ 17 4.7		{ 15 4.2		{ 6 1.6		{ 23 5.8		{ 29 5.9		{ 28 7.1		
TV HOUSEHOLDS USING TV		WK. 1	24.7	25.3	25.5	25.7	25.6	25.9	25.1	25.6	26.0	26.0	25.7	26.3	26.5	26.9	26.9	26.8
(See Def. 1)		WK. 2	24.1	23.8	24.2	24.3	24.1	24.7	24.4	25.2	24.9	25.4	25.8	25.6	26.2	26.3	27.2	26.8

U.S. TV Households: 83,800,000

(1) ABC WEEKEND SPECIALS, IF I'M LOST, HOW COME I FOUND YOU, PT2(R), ABC, (12:00-12:30PM)

For explanation of symbols, See page A.

A-29 (2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

(3) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

DAY SAT. JUNE 2, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		{	1,760 2.1		6,290 7.5						8,210 9.8							
ABC TV			SPORTSBEAT				PRO BOWLERS SPRING TOUR						ABC WIDE WORLD-SPORTS SAT					
AVERAGE AUDIENCE (Households (000) & %)		{	1,420 1.7		3,350 4.0						3,940 4.7							
SHARE OF AUDIENCE %		{	6		14		3.0*		4.5*	4.6*	14	4.7*		4.8*			4.6*	
AVG. AUD. BY ¼ HR.		{	1.6	1.9	2.7	3.2	4.2	4.9	4.6	4.6	4.8	4.6	4.6	4.9	4.7	4.6		
TOTAL AUDIENCE (Households (000) & %)		{	3,350 4.0				6,620 7.9										8,210 9.8	
CBS TV					NCAA SPECIAL					MEMORIAL GOLF TOURN.-SAT (4:00-5:59PM)							CBS SAT. NEWS- SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		{	1,590 1.9	1.9*		1.9*	3,270 3.9	3.2*		3.7*		4.0*		4.5*			6,960 8.3	
SHARE OF AUDIENCE %		{	7	7*		7*	13	11*		13*		13*		14*			22	
AVG. AUD. BY ¼ HR.		{	1.9	2.0	1.8	2.0	3.0	3.4	3.8	3.7	3.8	4.2	4.3	4.7			8.2	8.4
TOTAL AUDIENCE (Households (000) & %)		{					12,070 14.4											
NBC TV					NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS N.Y. METS ST. LOUIS VS ATLANTA (-OP) MULTI-SEGMENT TELECAST						NBC MAJOR LEAGUE GAME-2 BALTIMORE VS CALIFORNIA KANSAS CITY VS BOSTON (-OP) MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000) & %)		{		7.1*		7.9*	4,860 5.8	5.6*		5.5*		5.7*		6.1*		6.0*		5.8*
SHARE OF AUDIENCE %		{		26*		28*	18	19*		19*		19*		19*		17*		16*
AVG. AUD. BY ¼ HR.		{	7.0	7.3	7.8	8.1	5.6	5.5	5.5	5.5	5.6	5.8	6.0	6.2	6.1	5.9	5.7	5.6
TOTAL AUDIENCE (Households (000) & %)		{	2,770 3.3		6,370 7.6						11,480 13.7							
ABC TV			SPORTSBEAT				PRO BOWLERS SPRING TOUR						ABC WIDE WORLD-SPORTS SAT (5:01-6:30PM)					
AVERAGE AUDIENCE (Households (000) & %)		{	1,930 2.3		3,600 4.3						5,530 6.6							
SHARE OF AUDIENCE %		{	9		15		3.2*		4.5*	5.1*	6.6	7.0*	7.2*		5.7*			
AVG. AUD. BY ¼ HR.		{	2.5	2.2	3.0	3.5	4.5	4.6	4.9	5.3	6.7	7.3	7.4	7.0	6.1	5.3		
TOTAL AUDIENCE (Households (000) & %)		{							6,030 7.2								6,700 8.0	
CBS TV							CBS SPORTS SAT SPEC ED (2:00-3:30PM)					KEMPER OPEN-SAT. (4:30-5:59PM)					CBS SAT. NEWS- SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		{		1.2*		1.1*		1.3*	2,510 3.0	2.1*		3.2*		3.7*			5,110 6.1	
SHARE OF AUDIENCE %		{		5*		4*		5*	10	7*		10*		11*			16	
AVG. AUD. BY ¼ HR.		{	1.2	1.2	1.0	1.1	1.3	1.4	1.8	2.4	3.2	3.1	3.4	4.0			5.6	6.6
TOTAL AUDIENCE (Households (000) & %)		{									5,870 7.0						6,700 8.0	
NBC TV							NBC MAJOR LEAGUE BASEBALL BALTIMORE VS DETROIT CHICAGO CUBS VS PHILADELPHIA (-OP) MULTI-SEGMENT TELECAST					LADIES PGA CHAMP-SAT (-OP)					NBC NIGHTLY NEWS- SAT.	
AVERAGE AUDIENCE (Households (000) & %)		{		8.0*		8.2*		8.3*	3,100 3.7	8.4*		3.5*		3.9*			5,700 6.8	
SHARE OF AUDIENCE %		{		30*		30*		30*	12	28*		11*		12*			18	
AVG. AUD. BY ¼ HR.		{	8.1	7.9	8.0	8.4	8.4	8.2	8.0	2.1	3.2	3.8	4.0	3.9			6.7	6.9
TV HOUSEHOLDS USING TV			WK. 1	26.8	27.7	28.3	28.5	28.9	29.8	29.7	30.4	31.0	31.8	32.4	33.5	36.2	37.0	37.0
(See Def. 1)			WK. 2	26.5	27.3	27.2	27.7	28.3	29.0	30.1	31.1	31.7	32.5	33.7	34.4	36.0	36.7	38.0
U.S. TV Households: 83,800,000																		

For explanation of symbols, See page A.

DAY SAT. JUNE 2, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

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TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

← CAPTAIN KANGAROO-SUN
(SUS) →

SUNDAY MORNING

FACE THE NATION

5,530
6.6

2,850
3.4

3,180
3.8
18
3.3

3.6*
20*
4.0

3.9*
19*
3.9

3.8

3.7*
16*
3.6

2,180
2.6
11
2.7

2.5

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

← CAPTAIN KANGAROO-SUN
(SUS) →

SUNDAY MORNING

FACE THE NATION

5,700
6.8

2,930
3.5

3,350
4.0
20
3.0

3.4*
18*
3.7

4.3*
21*
4.5

4.5

4.2*
19*
3.9

2,510
3.0
13
3.2

2.8

TV HOUSEHOLDS USING TV WK. 1	4.8	5.6	7.0	8.7	10.9	13.2	15.4	17.6	18.8	20.1	20.7	21.5	23.0	23.9	23.6	24.6
(See Def. 1) WK. 2	5.7	6.3	7.7	9.1	11.0	13.1	15.2	16.6	18.7	20.4	20.4	21.2	22.2	22.9	23.8	24.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 3, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,690 4.4				THIS WEEK-DAVID BRINKLEY →				2,680 3.2				8,380 10.0						
	ABC TV																AMERICAN SPORTSMAN (R)			(1)
	AVERAGE AUDIENCE (Households (000) & %)	2,510 3.0								2,100 2.5				2,680 3.2						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	11 2.7				2.7* 2.7				8 2.3				10 3.5						
E E K 1	TOTAL AUDIENCE (Households (000) & %)	FOR OUR TIMES (SUS)				13,240 15.8				NBA CHAMPIONSHIP GAME 1 L.A. LAKERS VS BOSTON (1:00-3:36PM)										
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)					6,370 7.6				7.4* 26 *				8.0* 26 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					25 5.3				22 * 6.7				25 * 7.2						
E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,270 3.9				MEET THE PRESS										
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)					2,600 3.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					12 3.4				2.9										

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,690 4.4								6,290 7.5				10,220 12.2																
	ABC TV	THIS WEEK-DAVID BRINKLEY →															U.S. OLYMPIC TRIALS-SUN (1:30-2:33PM) (~OP)				(2) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	2,260 2.7				2.9* 11 *				2.5* 9 *				3,440 4.1				3.6* 13 *		4.4* 15 *		3,180 3.8		3.8* 12 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	10 3.0				11 *				9 *				14 3.4		13 *		4.2		4.7		3.9		3.8						
E E K 2	TOTAL AUDIENCE (Households (000) & %)	FOR OUR TIMES (SUS)								8,550 10.2																				
	CBS TV																KEMPER OPEN-SUN. (1:00-3:35PM)													
	AVERAGE AUDIENCE (Households (000) & %)									2,600 3.1				2.9* 11 *				3.1* 11 *				2.7* 9 *		2.8* 9 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.									11 2.6				11 *				3.1				2.8		2.7		2.8				
E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,930 3.5				6,370 7.6								5,200 6.2												
	NBC TV	MEET THE PRESS															FRENCH OPEN TENNIS				LADIES PGA CHAMP-SUN (2:30-4:37PM)									
	AVERAGE AUDIENCE (Households (000) & %)					2,430 2.9				2,260 2.7				3.2* 12 *				2.5* 9 *				2.6* 9 *		2.5* 8 *		1,930 2.3		2.0* 6 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					11 2.7				9 3.1				12 *				3.1				2.6		2.4		2.7		2.0		2.1

TV HOUSEHOLDS USING TV	WK. 1	25.3	25.8	26.0	26.0	26.4	27.6	27.0	27.1	26.9	28.5	29.1	29.1	30.1	30.1	30.2	30.4
(See Def. 1)	WK. 2	24.7	25.2	26.0	26.2	26.5	27.5	27.5	27.8	28.2	28.4	29.0	29.8	29.7	30.1	31.3	32.2

U.S. TV Households: 83,800,000

(1) USFL FOOTBALL, BIRMINGHAM VS NEW ORLEANS, PHILADELPHIA VS MICHIGAN, ABC, MULTI-SEGMENT TELECAST

A-35 (2) USFL FOOTBALL, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. JUNE 3, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																4,190 5.0
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																3,520 4.2
	SHARE OF AUDIENCE %	{																11
	AVG. AUD. BY ¼ HR.	%	2.9	3.0	3.0	3.1	3.0	2.7	2.9	3.2	3.3	3.5	3.5	3.3	3.3	1.9	4.1	4.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			13,320 15.9													
	CBS TV				NBA CHAMPIONSHIP GAME 1 L.A. LAKERS VS BOSTON (1:00-3:35PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{			5,450													
	SHARE OF AUDIENCE %	{			6.5													
	AVG. AUD. BY ¼ HR.	%	9.0	9.5	5.5	4.9	5.1	5.1	4.9	4.9	5.4	6.0	6.7	7.5	8.0	8.4	8.5	9.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.2				9,640 11.5											6,540 7.8
	NBC TV				NBC SPORTS RINGSIDE-SUN													NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{	2,680				5,360											5,280
	SHARE OF AUDIENCE %	{	3.2	2.8*		3.6*	6.4	5.5*		6.3*		6.8*		6.8*				6.3
	AVG. AUD. BY ¼ HR.	%	2.7	2.9	3.6	3.7	5.4	5.7	5.9	6.7	6.9	6.7	6.8	6.8			6.4	6.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																4,020 4.8
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																3,270 3.9
	SHARE OF AUDIENCE %	{																10
	AVG. AUD. BY ¼ HR.	%	4.6	4.6	4.3	4.2	4.2	3.6	3.3	3.9	3.4	3.3	3.1	3.3	3.1	1.5	3.5	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			15,250 18.2										6,450 7.7			
	CBS TV				KEMPER OPEN-SUN. (1:00-3:35PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{			7,210										5,450			
	SHARE OF AUDIENCE %	{			8.6										6.5			
	AVG. AUD. BY ¼ HR.	%	3.2	4.1	5.8	7.2	8.1	8.9	9.6	8.4	9.0	9.3	9.2	9.4	6.4	6.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					6,290 7.5											6,540 7.8
	NBC TV				LADIES PGA CHAMP-SUN (2:30-4:37PM) (OP)													NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{					2,850											5,530
	SHARE OF AUDIENCE %	{					3.4			2.8*		3.2*		4.1*				6.6
	AVG. AUD. BY ¼ HR.	%	2.2	2.1	2.3	2.2	2.4	2.9	2.6	3.0	3.0	3.4	4.1	4.1			6.9	6.3
TV HOUSEHOLDS USING TV WK. 1			30.7	31.7	31.6	30.8	30.1	30.3	31.1	33.0	34.4	35.1	34.5	34.9	36.5	37.8	39.0	40.5
(See Def. 1) WK. 2			32.7	32.6	33.3	33.9	34.6	35.3	36.0	35.2	34.6	35.0	35.8	36.8	38.2	39.4	41.2	42.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	9.00- 9.01PM	9.00									13,580	16.2	13,580	16.2	26	16.2
EVENING TUESDAY																	
ABC AMER'S FUNNIEST FOUL-UPS(S)	1	8.40- 9.40PM	+GRID 9.30	18,520	22.1	12,230	14.6	25									
							16.2*	27*	16.2								
ABC LIFES-EMBARASSING MOMENTS(S)	1	9.40-10.40PM	+GRID 10.30	21,370	25.5	15,590	18.6	31									
							20.4*	36*	20.4								
ABC HART TO HART	1	10.40-11.40PM	+GRID 11.00 11.15 11.30	18,350	21.9	12,910	15.4	31									
							15.9*	32*	15.5								
							14.8*	35*	16.2								
CBS MUPPET MOVIE PT.1(S)	1	8.39- 9.39PM	+GRID 9.30	11,730	14.0	7,120	8.5	14									
							9.0*	15*	9.0								
CBS CBS TUESDAY NIGHT MOVIES	1	9.39-11.39PM	+GRID 11.00 11.15 11.30	16,760	20.0	7,460	8.9	16									
							8.7*	17*	9.4								
							7.6*	18*	8.0								
NBC REMINGTON STEELE	1	10.30-11.30PM	+GRID 11.00 11.15	15,170	18.1	11,310	13.5	26									
									14.2								
								13.7*	28*	13.3							

[illegible]

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	%
EVENING SUNDAY-CONT'D																			
ABC ABC NEWSBRIEF-SUN.	2	9.55- 9.56PM	9.45									12,990	15.5	12,990	15.5	25	15.5		
ABC ABC SPORTS UPDATE-SUN	1	9.57- 9.58PM	9.45	11,150	13.3	11,150	13.3	24	13.3			8,880	10.6	8,880	10.6	19	10.6		
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	7,540	9.0	7,540	9.0	18	9.0			21,540	25.7	10,310	12.3	21	10.2		
CBS TONY AWARDS(S)	2	9.00-11.22PM	11.15												11.0*	23*	10.2		
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,390	12.4	10,390	12.4	24	12.4			8,550	10.2	8,550	10.2	18	10.2		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	9.45 10.00 10.30	14,080	16.8	14,330	17.1	28	16.4	M-F		12,490	14.9	12,820	15.3	25	14.5 17.5	M-F M & TU	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,370	7.6	5,030	6.0	16	6.9 5.1	MWF MWF		6,290	7.5	5,030	6.0	16	6.6 5.3	M-F M-F	
ABC VIEWPOINT(S)	1	11.30- 1.00AM	11.30 11.45 12.00 12.15 12.30 12.45	6,370	7.6	3,600	4.3 5.9*	16 17*	6.8 5.1 4.5 3.6 3.0 2.5	THU. THU. THU. THU. THU. TUE.									
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.10-12.40AM	12.00	3,940	4.7	3,020	3.6	14	4.7	TUE.									

	2	12.00-12.11AM	12.00 12.15 12.30						3.8 2.7	TUE. TUE.		3,520	4.2	3,350	4.0	14	4.0	TUE.	
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,930	2.3	1,680	2.0	7	2.1 1.9 1.8	MWF MWF M & W		1,760	2.1	1,420	1.7	6	1.9 1.6 1.5	MTUWF MTUWF MTUF	
ABC LAROCHE CAMPAIGN(S)	2	12.00-12.30AM	12.00 12.15									2,770	3.3	2,260	2.7	9	3.1 2.4	THU. THU.	
CBS NEWSBREAK-M-F		>	8.45 9.00 9.30	8,720	10.4	8,720	10.4	18	11.4 9.6 8.2	M-F WED. TUE.		8,460	10.1	8,460	10.1	17	10.3 8.6	M-F WED.	
CBS LAROCHE FOR PRESIDENT(S)	2	11.30-12.00MD	11.30 11.45									4,690	5.6	3,600	4.3	11	4.8 3.7	FRI. FRI.	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45	7,120	8.5	4,940	5.9 6.7*	22 19*	6.6 6.7 6.0 5.8 5.6 4.6 4.7 3.7	MTUTH M & TH MTUTH MTUTH MTUTH MTUTH TUE. TUE.		6,540	7.8	4,270	5.1 6.9*	19 20*	7.1 6.7 5.5 5.3 4.8 3.2 3.1 3.5 3.6 2.9	M-F M-W MTUWF MTUWF M-F M-F TH&F TH&F THU. THU.	
		VARIOUS TIMES	(SUS)																
CBS NBA PLAYOFF GAME-FRI(S)	1	11.30- 2.05AM	11.30 11.45 12.00	10,560	12.6	4,610	5.5 6.0*	20 15*	6.1 6.0 5.7	FRI. FRI. FRI.									
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NBA PLAYOFF GAME-FRI(S)-CONT'D			12.15				5.8*	17*	5.8	FRI.									
			12.30						5.6	FRI.									
			12.45				5.3*	20*	5.0	FRI.									
			1.00						5.0	FRI.									
			1.15				5.2*	24*	5.3	FRI.									
			1.30						5.4	FRI.									
			1.45				5.3*	29*	5.2	FRI.									
			2.00						3.9	FRI.									
CBS NBA PLAYOFF GAME-WED(S)	1	11.30- 2.00AM	11.30	8,720	10.4	3,940	4.7	21	5.9	WED.									
			11.45				5.7*	17*	5.5	WED.									
			12.00						5.0	WED.									
			12.15				4.6*	18*	4.1	WED.									
			12.30						4.4	WED.									
			12.45				4.5*	22*	4.7	WED.									
			1.00						4.7	WED.									
			1.15				4.5*	28*	4.4	WED.									
			1.30						4.3	WED.									
			1.45				4.2*	33*	4.0	WED.									
CBS LATE MOVIE II		>	12.30	4,020	4.8	3,180	3.8	24	5.0	MTUTh	3,690	4.4	2,930	3.5	21	4.5	M-F		
			12.45				4.6*	23*	4.5	M & Th				4.4*	22*	4.3	M-W		

			1.00						4.4	MTUTH						3.7	MTUWF
			1.15					4.0* 26*	3.7	MTUTH				3.7* 22*	3.6	MTUWF	
			1.30						2.8	TUE.					2.3	TH&F	
			1.45					2.7* 23*	2.6	TUE.				2.4* 17*	2.5	TH&F	
			2.00					2.4* 24*	2.4	TUE.					2.5	THU.	
			2.15											2.4* 23*	2.3	THU.	
			2.30												2.3	THU.	
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,260	1.5	1,010	1.2	12	1.3	MWTHSU	1,680	2.0	1,510	1.8	19	1.9	M-WSU
			2.15						1.2	MWTHSU						1.7	M-WSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,260	2.7	920	1.1	21		M-THSU	2,600	3.1	1,260	1.5	27		M-THSU
			2.45						1.5	M-THSU						2.1	M-WSU
			3.00					1.5* 19*	1.4	M-THSU					2.1* 28*	2.0	M-WSU
			3.15						1.3	M-THSU						1.9	M-THSU
			3.30					1.2* 19*	1.1	M-THSU					1.8* 28*	1.7	M-THSU
			3.45						1.1	M-THSU						1.6	M-THSU
			4.00					1.0* 18*	1.0	M-THSU					1.5* 27*	1.5	M-THSU
			4.15					.9* 19*	.9	M-THSU						1.3	M-THSU
			4.30						.9	M-THSU					1.3* 26*	1.2	M-THSU
			4.45					.9* 21*	.9	M-THSU					1.3* 27*	1.3	M-THSU
			5.30						.9	M-THSU						1.2	M-THSU
			5.45					.9* 20*	.9	M-THSU					1.2* 24*	1.1	M-THSU
NBC NBC NEWS DIGEST-M-F	1	>	8.45	7,960	9.5	7,960	9.5	17	8.4	M-F							
	2	8.58- 8.59PM	8.45								9,720	11.6	9,720	11.6	20	11.6	M-F
			9.15						14.3	TUE.							
NBC NBC NEWS DIGEST-2-M-F		>	9.45	9,130	10.9	9,130	10.9	19	8.8	TU&TH	11,820	14.1	11,820	14.1	22	14.1	M & W
			10.15						12.9	TUE.							

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																				
NBC TONIGHT SHOW		>	11.30	8,970	10.7	5,450	6.5	21	8.2	M-F		8,880	10.6	5,610	6.7	21	7.6	M-F		
			11.45				7.8*	22*	7.4	MWTHF					7.2*	20*	7.0	M-F		
			12.00						6.2	M-F							6.5	M-F		
			12.15				5.8*	20*	5.4	M-F					6.0*	21*	5.5	M-F		
			12.30						5.1	TUE.										
			12.45				4.7*	23*	4.2	TUE.										
NBC DAVID LETTERMAN I		>	12.30	2,600	3.1	2,180	2.6	14	2.9	M-TH		2,930	3.5	2,510	3.0	14	3.2	M-TH		
			12.45						2.5	MWTH							2.9	M-TH		
			1.00						2.5	TUE.										
			1.15						2.2	TUE.										
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,530	6.6	2,930	3.5	16	4.6	FRI.		5,700	6.8	2,930	3.5	18	4.6	FRI.		
			12.45				4.3*	16*	4.1	FRI.					4.5*	19*	4.3	FRI.		
			1.00						3.7	FRI.							3.9	FRI.		
			1.15				3.4*	16*	3.1	FRI.					3.6*	19*	3.3	FRI.		
			1.30						3.0	FRI.							2.6	FRI.		
			1.45				2.7*	15*	2.4	FRI.					2.4*	16*	2.2	FRI.		
NBC DAVID LETTERMAN II		>	1.00	1,930	2.3	1,590	1.9	13	2.2	M-TH		2,350	2.8	2,010	2.4	15	2.6	M-TH		
			1.15						1.8	MWTH							2.2	M-TH		
			1.30						1.7	TUE.										
			1.45						1.6	TUE.										

DAY MONDAY-FRIDAY

ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	920	1.1	920	1.1	14	1.1	M-F		1,010	1.2	920	1.1	13	1.1	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,840	2.2	1,680	2.0	16	2.0	M-F		1,680	2.0	1,510	1.8	14	1.8	M-F	
ABC ABC DAYTIME NEWSBRIEF-WED(SUS)	2	12.57-12.59PM	12.45															WED.	
ABC ABC SPECIAL-FINAL SALUTE(SUS)	2	2.00- 3.13PM	2.00															MON.	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.57- 2.59PM	2.45	6,030	7.2	5,950	7.1	27	7.1	M-F									
	2	>	2.45									5,950	7.1	5,950	7.1	25	6.9	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,590	1.9	1,170	1.4	16	1.3	M-F		1,590	1.9	1,170	1.4	15	1.3	M-F	
									1.6	M-F							1.6	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,530	6.6	5,280	6.3	30	6.3	M-F		6,960	8.3	6,620	7.9	30	7.9	M-F	
CBS CAPITOL	2	>	1.30 1.45 2.30 2.45									6,450	7.7	5,530	6.6	22	7.0	M-F	
																	6.8	MON.	
																	6.5	TU-F	
																	6.7	TU-F	
CBS REQUIEM FOR VIETNAMS UNKN(SUS)	2	2.00- 3.18PM	2.00															MON.	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,360	6.4	5,030	6.0	20	6.0	M-F		5,610	6.7	5,280	6.3	19	6.3	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,510	1.8	1,090	1.3	11	1.0	M-F		1,510	1.8	1,090	1.3	11	1.1	M-F	
									1.5	M-F							1.5	M-F	
NBC BURIAL UNKN SOLDIER(SUS)	2	2.00- 3.14PM	2.00															MON.	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,690	4.4	3,690	4.4	17	4.4	MWF		4,110	4.9	4,110	4.9	17	4.9	W & F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,600	4.3	3,440	4.1	27	4.1			2,600	3.1	2,260	2.7	20	2.7		
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	3,940	4.7	3,270	3.9	16	3.9			4,530	5.4	3,850	4.6	18	4.6		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
ABC MENUDO-11:55AM		11.55-11.59AM	11.45	2,770	3.3	2,510	3.0	12	3.0		4,440	5.3	3,940	4.7	19	4.7			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,100	2.5	2,010	2.4	16	2.4		2,260	2.7	2,100	2.5	18	2.5			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,850	4.6	3,520	4.2	18	4.2		4,440	5.3	4,020	4.8	20	4.8			
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,350	4.0	2,770	3.3	14	3.3		3,350	4.0	3,020	3.6	14	3.6			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,360	5.2	4,020	4.8	19	4.8		3,850	4.6	3,520	4.2	17	4.2			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,600	4.3	3,440	4.1	16	4.1		2,430	2.9	2,350	2.8	12	2.8			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,940	4.7	3,520	4.2	17	4.2		2,680	3.2	2,600	3.1	13	3.1			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,100	3.7	2,930	3.5	14	3.5		3,270	3.9	2,930	3.5	14	3.5			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,850	3.4	2,850	3.4	23	3.4		2,930	3.5	2,680	3.2	23	3.2			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,770	4.5	3,600	4.3	23	4.3		3,690	4.4	3,520	4.2	25	4.2			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,700	8.0	6,450	7.7	32	7.7		7,290	8.7	6,960	8.3	33	8.3			
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,870	7.0	5,700	6.8	27	6.8		6,120	7.3	5,870	7.0	28	7.0			
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,520	4.2	3,440	4.1	16	4.1		3,440	4.1	3,350	4.0	16	4.0			
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.17PM	-GRID 1.15	4,940	5.9	4,440	5.3	21											
NBC NBC MAJOR LEAGUE BASEBALL	1	1.17- 4.21PM	-GRID 4.00	13,490	16.1	5,780	6.9	26	5.2										
							7.8*	27*	8.0										

				4.15													
				4.30													
				5.00													
				5.15													
				5.30													
				6.00													
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.17PM	-GRID								5,530	6.6	4,860	5.8	23		
NBC NBC MAJOR LEAGUE BASEBALL	2	2.17- 4.49PM	-GRID								13,740	16.4	6,540	7.8	29		
				5.00													
DAY SUNDAY																	
ABC U.S. OLYMPIC TRIALS-SUN(S)	2	1.30- 2.33PM	-GRID								6,290	7.5	3,440	4.1	14		
CBS KEMPER OPEN-SUN.(S)	2	1.00- 3.35PM	-GRID								8,550	10.2	2,600	3.1	11		
CBS NBA CHAMPIONSHIP GAME 1(S)	1	1.00- 3.36PM	-GRID	13,240	15.8	6,370	7.6	25									
CBS NBA CHAMPIONSHIP GAME 3(S)	2	3.35- 6.08PM	-GRID				7.2*	23*	7.2								
NBC LADIES PGA CHAMP-SUN(S)	2	2.30- 4.37PM	-GRID								15,250	18.2	7,210	8.6	25		
				4.30													
											5,200	6.2	1,930	2.3	7		
														3.0*	8*	3.0	